

Message Text

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SUBJECT: GLOBAL MARKET RESEARCH: POST EVALUATION OF
"MARKET RESEARCH ON LABORATORY INSTRUMENTS IN
TAIWAN"

REF : STATE A-6864 OF 8/29/74

1. THE POST HAS REVIEWED THE "MARKET RESEARCH ON LABORATORY INSTRUMENTS IN TAIWAN" BY MOBIUS AND FINDS IT AN ADEQUATE REVIEW OF THE SITUATION HERE. ALTHOUGH DIFFICULT TO RESEARCH DUE TO A LACK OF INFORMATION AND CONSISTENT OFFICIAL STATISTICS, THE STUDY MIGHT HAVE BEEN GREATLY IMPROVED HAD THE RESEARCHER RELIED LESS UPON DIRECT QUOTATIONS FROM RESPONDENTS AND MORE UPON HIS OWN FUSING OF THESE VARIED OPINIONS INTO WHAT HE COULD BEST JUDGE TO BE AN ACCURATE REFLECTION OF ROC MARKET REALITIES.

2. THE STUDY COULD NOW BE GREATLY IMPROVED BY CORRECTING THE FOLLOWING DEFICIENCIES AND INACCURACIES BEFORE IT IS RELEASED TO THE PUBLIC:

P.1 PARA 2 -- PER SECTION 3.21.04C OF THE SPECIFICATIONS, THE CONTRACTOR SHOULD EXPLAIN WHY HE EXPECTS THE U.S. MARKET SHARE TO FLUCTUATE FROM 35 PERCENT IN 1974

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TO 40 PERCENT IN 1975 TO 38 PERCENT IN 1979.

P.4 -- PER SECTION 3.21.03D OF THE SPECIFICATIONS, A FOOTNOTE ATTESTING TO THE USE OF SPECIFIC ANNUAL EXCHANGE RATES IS REQUIRED.

-- PER SECTION 3.21.04A OF THE SPECIFICATIONS, REASONS FOR THE PROJECTED GROWTH OF IMPORTS IN TABLE 1 MUST BE GIVEN.

P.20 PARA 3 - WHAT IS THE NATURE OF ANTICIPATED COMPETITION FROM JAPANESE AND EUROPEAN SUPPLIERS? PRICE? TECHNICAL CAPABILITY? DURABILITY? ALL OF THESE FACTORS? MARKETING TECHNIQUES? FINANCING? POLITICAL AND/OR ECONOMIC RELATIONS?

P.18 -- PER SECTION 3.22.03C OF THE SPECIFICATIONS, TABLE 2 REQUIRES THE ADDITION OF A "TOTAL ALL CATEGORIES US, WEST GERMANY ETC." NOW.

P.25-26 -- PER SECTION 3.23.02B OF THE SPECIFICATIONS, THE CONTRACTOR SHOULD DISCUSS TRENDS IN THE USE OF PARTICULAR VERSIONS OF ONE INSTRUMENT OVER ANOTHER, RATHER THAN LIST THE EQUIPMENT HE HAS SEEN.

P.27-39 -- THE CONTRACTOR RELIES HEAVILY UPON DIRECT QUOTES OF STATEMENTS BY HIS RESPONDENTS. THIS LENGTHENS THE STUDY AND OFFERS CONFLICTING BITS OF STATISTICS AND INFORMATION. A MORE CRITICAL ANALYSIS OF THESE QUOTES AND A CONCISE PRESENTATION OF THE CONTRACTOR'S BEST JUDGEMENT OF THE MARKET REALITIES WOULD BE MORE USEFUL TO THE U.S. BUSINESSMAN.

P.41 -- "HEWLETT PACKARD" IS MISPELLED.

P.43 PARA 4 - "AMONG" IS MISPELLED.

P.45 PARA 3 -- "THIN" IS MISPELLED.

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P.47 PARA 1 -- THE LAST SENTENCE, "U.S. COMPANY SMART MARKETING," ALTHOUGH A STATEMENT OF OPINION, IS INACCURATE AND MAY REFLECT HARMFULLY UPON THE U.S. GOVERNMENT IF RELEASED TO THE PUBLIC. IT SHOULD THEREFORE BE DELETED.

P.51 -- PER SECTION 3.33.01B OF THE SPECIFICATIONS, THE CONTRACTOR IDENTIFIES THE TYPES OF

INSTRUMENTS OFFERED BY THIRD COUNTRY SUPPLIERS
HOLDING FAVORABLE POSITIONS IN THE ROC MARKET.
HOWEVER, HE DOES NOT EXPLAIN WHY THESE
SUPPLIERS ARE IN A FAVORABLE MARKET POSITION.

P.54 PARA 1 -- IN ITEMS (1) AND (2), THE PHRASES "FLEXIBILITY
IN PRICING" AND "MORE SOPHISTICATION AS
REGARDS TO EXPORTING" SHOULD BE ELABORATED UPON
OR SUPPORTED BY EXAMPLES TO CLARIFY THE
INTENDED MEANING.

P.68 PARA 1 -- IN SENTENCE 1, THERE IS VERB/SUBJECT NUMBER/
PERSON DISAGREEMENT. "HAVE" SHOULD BE
CHANGED TO "HAS".

P.76-77 -- PER SECTION 3.41.03B OF THE SPECIFICATIONS
A BRIEF DISCUSSION OF THE REASONS FOR PROJECTED
INCREASES OR DECREASES IN TOTAL LABORATORY
EXPENDITURE IS REQUIRED.

P.84 PARA 2 -- THE CONTRACTOR STATES THAT MOST FIRMS IN THE
CHEMICAL INDUSTRY DO NOT HAVE THEIR OWN
LABORATORIES. FOR THOSE THAT DO, THE
INFORMATION REQUIRED IN SECTION 3.42.02
D(1) AND (2) SHOULD BE FURNISHED.

P.94 -- "QUALITY" IS MISPELLED.
-- IN THE LAST SENTENCE, WHAT EQUIPMENT WILL BE
REQUIRED?

P.96-102 -- IN VIEW OF THE LIMITED AVAILABILITY OF DATA,
THE PRESENTATION OF THE FOLLOWING INFORMATION
REQUIRED IN 3.42.02 B) TO F) OF THE
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SPECIFICATIONS, WOULD ENHANCE THE "SECTOR
PROFILES - OTHER LABORATORIES" SECTION:
1) A CLARIFICATION OF WHETHER THE 12,678
UNIVERSITY TEACHERS AND 7,106 NON-TEACHING
PERSONNEL ARE SCIENTISTS AND TECHNICIANS ONLY.
2) A STATEMENT OF THE KINDS OF EQUIPMENT
CLEARLY EXPECTED TO BE IN DEMAND IN THE NEXT
FIVE YEARS, ALONG WITH AN EXPLANATION OF WHY
SUCH IS EXPECTED.

P.103 PARA 2 -- THE SENTENCES "HOWEVER..... OVERALL FRAMEWORK"
MAY MISTAKENLY BE INTERPRETTED AS A U.S.
GOVERNMENT ATTITUDE TOWARD THE NATIONAL
SCIENCE COUNCIL OF THE ROC. THEY SHOULD
THEREFORE BE REWRITTEN AS FOLLOW: "THE

COUNCIL HAS ESTABLISHED LONG RANGE PLANS
AND IS IN THE PROCESS OF ALLOCATING
FUNDS TO ACHIEVE ITS OBJECTIVES."

P.116 PARA 1 -- "HEWLETT-PACKARD" IS MISPELLED.

P.117 PARA 1 -- "CHINA TRUST CORPORATION" SHOULD BE CHANGED
TO "CENTRAL TRUST OF CHINA".

-- "THESE IS...." SHOULD BE CHANGED TO "THERE IS...."

0.119 PARA 1 -- "PRODUCTS" IS MISPELLED.

PARA 2 -- "... MUST..." SHOULD BE CHANGED TO "MOST"

P.129 ITEM 19 - THE PRESIDENT OF NAN YA PLASTICS CORP. IS Y.C.
WANG; W.K. YOU IS GENERAL MANAGER OF THE
PLASTICS DIVISION OF NAN YA.

P.140 PARA 2 -- THE TAIWAN ELECTRIC APPLIANCE MANUFACTURERS
ASSOCIATION (TEAMA) ANNUAL ELECTRONIC
PRODUCTS EXHIBITION IS USUALLY HELD IN NOVEMBER,
BUT MAY BE HELD THIS YEAR IN SEPTEMBER.

P.140-141 -- THE PERSON TO WHOM TO WRITE FOR FURTHER INFORMATION
ON THE INTERNATIONAL COMPUTER SYMPOSIUM SHOULD BE
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CHANGED TO THE FOLLOWING:

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